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@ YOUR SERVICE

Arizona @ Your Service

Arizona Portal Website Standards Training Classes

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Arizona Portal Website Standards Training Classes

Delivering consistency for ease of use across the state

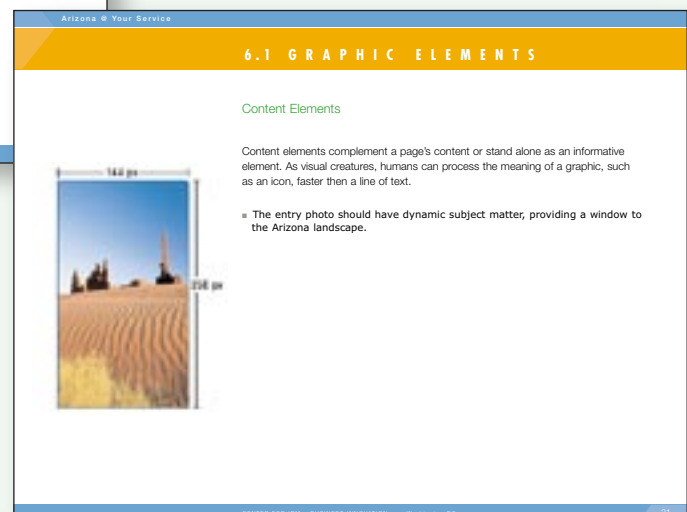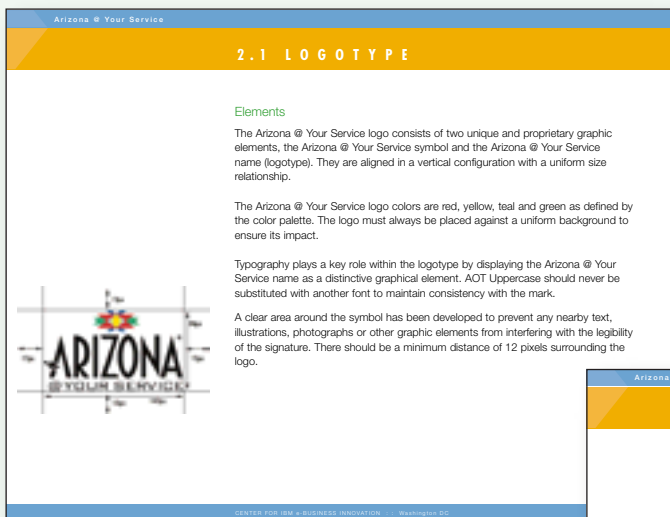### Many contributors… many functions

The Arizona @ Your Service Web site (AZ.GOV), is a key vehicle to communicate the Arizona brand to government customers and the general public. Agencies throughout the state use it for a host of widely varying purposes. Visual consistency is an important element in establishing and maintaining that brand identity.

The challenge, however, lies in the many contributors to content and style on the Web and the variety of functions it performs.

Helping all contributors operate consistently

To provide and protect a consistent and compatible style, GITA and the Arizona Portal team have created a style guide for easy reference by all contributing agencies. The Portal team and

Arizona @ Your Service

2.1 LOGOTYPE

Elements

The Arizona @ Your Service logo consists of two unique and proprietary graphic elements, the Arizona @ Your Service symbol and the Arizona @ Your Service name (logotype). They are aligned in a vertical configuration with a uniform size relationship.

The Arizona @ Your Service logo colors are red, yellow, teal and green as defined by the color palette. The logo must always be placed against a uniform background to ensure its impact.

Typography plays a key role within the logotype by displaying the Arizona @ Your Service name as a distinctive graphical element. AOT Uppercase should never be substituted with another font to maintain consistency with the mark.

A clear area around the symbol has been developed to prevent any nearby text, illustrations, photographs or other graphic elements from interfering with the legibility of the signature. There should be a minimum distance of 12 pixels surrounding the logo.

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6.1 GRAPHIC ELEMENTS

Content Elements

Content elements complement a page's content or stand alone as an informative element. As visual creatures, humans can process the meaning of a graphic, such as an icon, faster then a line of text.

■ The entry photo should have dynamic subject matter, providing a window to the Arizona landscape.

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GITA have worked together to provide extensive training to Web masters and others responsible for content and style delivery from those contributing agencies. The Web Masters Training University includes coverage of such elements as logotypes, color, typography, imagery, graphic elements, layout and, of course, content.

The results

At present, 24 agencies have taken advantage of this training with Web masters and other staff members participating. Some of them are:

• Department of Public Safety

• Arizona Power Authority

• Department of Real Estate

• Arizona State Land Department

• Department of Transportation — Motor Vehicle Division

• Arizona State Library, Archives and Public Records

• Department of Water Resources

• Arizona State Treasury

• Arizona Supreme Court

• Board of Cosmetology

• And more

Some additional details

The benefits are substantial. By training members of each agency, the project ensures that agencies maintain their independence and control over their own data and processes, while at the same time, delivering e-government solutions to business, professional and consumer clients that are easy to use and accurately portray the Arizona brand.

Customer Survey comments

"This just great! You are all to be commended for making this an easy process."

We're glad we could help, working hand in hand with:

- Arizona Department of Transportation Motor Vehicle Division
- Arizona Government Information Technology Agency
- Administrative Office of the Courts
- Arizona Department of Economic Security
- Arizona Department of Environmental Quality
- Arizona Government University
- Governor's Office of Highway Safety
- Arizona Department of Insurance
- Arizona State Board of Naturopaths
- Arizona State Board of Pharmacy
- Arizona State Board of Physical Therapy
- Arizona Department of Public Safety
- Arizona Department of Real Estate
- Arizona Registrar of Contractors
- Arizona Schools for the Deaf and Blind
- Arizona Board of Technical Registration
- Arizona Department of Weights and Measures
- and many more

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